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131025Z May 05

ACTION EAP-00

INFO	LOG-00	AMAD-00	A-00	INL-00	UTED-00	VC-00	TEDE-00
	IO-00	LAB-01	L-00	VCE-00	OIC-00	OIG-00	OMB-00
	NIMA-00	PER-00	GIWI-00	IRM-00	R-00	ECA-00	IIP-00
	DRL-00	SAS-00	/001W				

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FM AMEMBASSY HANOI
TO SECSTATE WASHDC 7627
INFO AMCONSUL HO CHI MINH CITY

UNCLAS HANOI 001122

SIPDIS

DEPARTMENT FOR EAP/PD FOR ASESADRI; IIP/G/EAP FOR SPRIETO;
IIP/T/ES FOR RTAYLOR

E.O. 12958: N/A

TAGS: [OIIP](#) [KPAO](#) [VM](#)

SUBJECT: EVALUATION OF SPEAKER TIMOTHY TRAINER ON
INTELLECTUAL PROPERTY RIGHTS, TRACKER 23377

1A. DATES: April 25-29, 2005

1B. AUDIENCES/VENUES: During a full week of programming in three economic centers across Vietnam (Ho Chi Minh City, Danang and Hanoi), Tim Trainer reached out to a wide range of audiences, including government officials, economic and market management enforcers, customs officials, young entrepreneurs, software businesspeople, lawyers, writers, artists, publishers, lecturers, students and economic reporters. Institutions that welcomed Mr. Trainer included the National Office of Intellectual Property, Vietnam Chamber of Commerce and Industry, Vietnam Software Association, Ho Chi Minh City Bar Association, the Danang College of Economics and Business, Hanoi Open University, private businesses and many other agencies.

Working closely with post's Economic Section, PAS arranged for Mr. Trainer to be the luncheon keynote speaker at an IPR Seminar hosted by the Ambassador, addressing over 50 participants in government and the private sector. In addition, PAS prepared a live feed of one presentation via digital videoconferencing to Hanoi Open University, reaching additional lecturers and faculty there. A recorded videotape of that session will also be used for future educational outreach events.

1C. EVALUATION/POSSIBLE IMPACT: Outstanding. Mr. Trainer gave in-depth and authoritative analyses of intellectual property rights (IPR) enforcement to audiences here. He argued that early, effective implementation of an IPR regime is a much quicker path to economic development than taking short-cuts afforded by piracy and ignoring international standards. He explained that IPR is not an isolated issue but rather embedded in broader questions of transparency and rule of law, key elements of the Vietnam Mission's MPP goals. Mr. Trainer was frank in discussions with businessmen, reminding them that the actor best situated to combat piracy is the company itself. Audiences appreciated his insight on how government and businesses could work together to protect IPR for Vietnamese businesses. By asking participants to imagine themselves as an entrepreneur looking to start a business, he effectively conveyed the importance of IPR protection at each stage of business development.

The speaker was creative and adapted each of his talks to his specific audience, whether it was in a formal workshop with government officials, a classroom setting, a luncheon presentation or an informal dinner with businessmen. He urged local businesses to be educated about existing rights and regulations, and then take a more proactive approach to protecting their copyrights. As Vietnam is a recent signatory to the Berne Convention on IPR and is on the path to becoming a member of the World Trade Organization, IPR has become one of the hottest topics here. Mr. Trainer's timely and persuasive presentations stirred discussion and positive debate about the next steps that must be taken by key players in government and the private sector. Improved understanding of the issue will form a powerful advocacy group of policymakers who can search for ways to implement IPR laws more effectively.

Mr. Trainer received positive coverage of his interviews with leading Vietnamese newspapers, the Phap Luat (Legal issues) newspaper and the Tien Phong on-line journal. Highlighting Mr. Trainer's insights on the benefits of IPR protection to economic growth, the key role of the

government to IPR law enforcements, as well as the proactive role of businesses in protecting their IP assets, the articles increased awareness of IPR issues among readers.

E. QUALITY OF U.S. SUPPORT AND IIP OFFICES INVOLVED:
Outstanding. Post highly appreciated IIP offices for their excellent cooperation in bringing Mr. Trainer to Vietnam for the successful program. Post would like to especially thank Richard Taylor for his invaluable assistance. Post would like to get more speakers of Mr. Trainer's expertise and professionalism for future U.S. speakers' programs.

MARINE

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